

### DESCRIPTION:

Garden Center's commitment to engage the top 5,000 independent retailers with more compelling, relevant content has defined us as the industry's need-to-read business media.

### Publisher's Print Circulation Statement

BUSINESS/INDUSTRY BREAKOUT	TOTAL REACH
1. Independent Garden Center	4,048
2. Independent Nursery with Retail Operations	429
3. Independent Greenhouse with Retail Operations	260
4. Other	266
<b>TOTAL QUALIFIED</b>	<b>5,003</b>

TITLE BREAKOUT	TOTAL REACH
1. Owner/Executive	3,426
2. Supervisor/Managerial Titles	1,126
3. Buyer	124
4. Other Titled Personnel	327
<b>TOTAL RESPONDED</b>	<b>5,003</b>

SALES VOLUME BREAKOUT	TOTAL REACH
1. \$10 million +	535
2. \$3 million - \$9.9 million	1,030
3. \$1 million - \$2.9 million	1,904
4. \$500,000 - \$999,999	1,534
5. \$250,000 - \$499,999	0
6. \$150,000 - \$249,999	0
7. \$149,999 or less	0
<b>TOTAL RESPONDED</b>	<b>5,003</b>

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION

STATE	PRINT
Connecticut	130
Maine	37
Massachusetts	132
New Hampshire	43
Rhode Island	15
Vermont	28
<b>NEW ENGLAND</b>	<b>385</b>

New Jersey	169
New York	260
Pennsylvania	374
<b>MID-ATLANTIC</b>	<b>803</b>

Illinois	248
Indiana	101
Michigan	184
Ohio	284
Wisconsin	170
<b>N.E. CENTRAL</b>	<b>987</b>

Iowa	84
Kansas	50
Minnesota	129
Missouri	98
Nebraska	49
North Dakota	19
South Dakota	14
<b>N.W. CENTRAL</b>	<b>443</b>

Delaware	18
Washington D.C.	2
Florida	206
Georgia	106
Maryland	100
North Carolina	197
South Carolina	75
Virginia	136
West Virginia	18
<b>S. ATLANTIC</b>	<b>858</b>

STATE	PRINT
Alabama	55
Kentucky	62
Mississippi	26
Tennessee	97
<b>S.E. CENTRAL</b>	<b>240</b>

Arkansas	25
Louisiana	52
Oklahoma	63
Texas	217
<b>S.W. CENTRAL</b>	<b>357</b>

Arizona	19
Colorado	107
Idaho	34
Montana	15
Nevada	18
New Mexico	20
Utah	31
Wyoming	6
<b>MOUNTAIN</b>	<b>250</b>

Alaska	6
California	242
Hawaii	11
Oregon	100
Washington	107
<b>PACIFIC U.S.</b>	<b>466</b>

U.S. Territories	1
Canada	181
Mexico	0
Other International	32
<b>Total Qualified Circ.</b>	<b>5,003</b>